

IRS NAMES NATIONAL DIRECTOR FOR ETA ACCOUNT MANAGEMENT

WASHINGTON – The Internal Revenue Service today announced the selection of Mark E. Pursley to be National Director of the Electronic Tax Administration's (ETA) newly created Account Management Division.

The ETA Account Management Division will be responsible for developing strategies to further increase the number of ETA product and service distributors and to expand the volume of electronically transmitted tax and information returns. In addition, the organization will provide customer service, information and support to the nearly 100,000 existing providers of electronic filing services and software around the country. Pursley will report to the Assistant Commissioner for ETA.

"Mark will take the lead in expanding the nationwide network of e-file providers," said Assistant Commissioner for ETA Robert E. Barr. "This new organization will play a critical role in meeting the goal of having 80% of all tax and information returns filed electronically by the year 2007. "

The use of electronic options to transact with the IRS is experiencing rapid growth. More than 29 million taxpayers filed their tax returns electronically in 1999, up 19% from a year earlier, and it is projected that the number of e-filed returns will exceed 30 million in 2000.

In his most recent position, Pursley served as the Chief Operating Officer of Karch International, a McLean, Virginia-based computer software company. Prior to that, he held marketing-related positions with CIGNA Corporation in Philadelphia, including Vice President for Marketing in the International Life and Employee Benefits Division.

Pursley has a Bachelor of Arts Degree from Bucknell University and a Master's in Public Administration from the Kennedy School at Harvard University.

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